InsightStream: Navigate the News Landscape
Ideation Phase
Define the Problem Statements

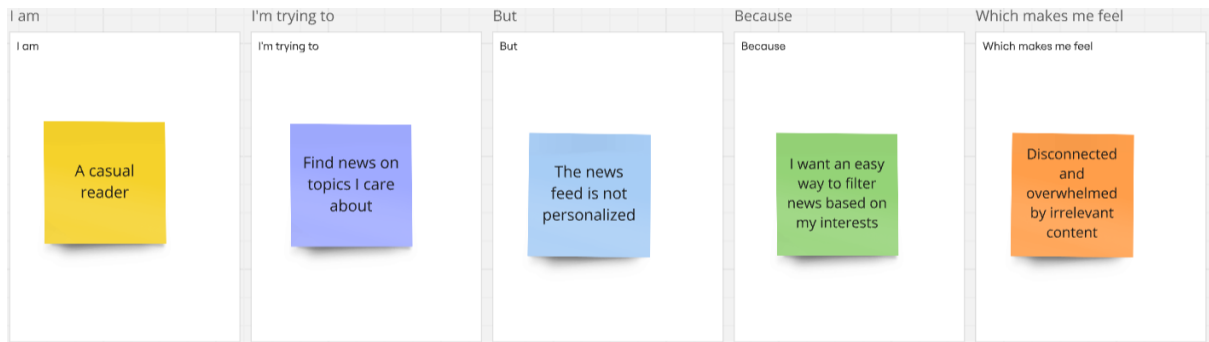| Date	5 March 2025
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Customer Problem Statement Template:

Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.

Reference: https://miro.com/templates/customer-problem-statement/

Example:

I am | I'm trying to | But | Because | Which makes me feel

A casual reader | Find news on topics I care about | The news feed is not personalized | I want an easy way to filter news based on my interests | Disconnected and overwhelmed by irrelevant content

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A busy professional	Stay updated with the latest news quickly	Most news websites are cluttered with ads and unnecessary content	I need a clean, distraction-free interface with only relevant news	Frustrated and unwilling to browse for long
PS-2	A casual reader	Find news on topics I care about	The news feed is not personalized	I want an easy way to filter news based on my interests	Disconnected and overwhelmed by irrelevant content
PS-3	A mobile user	Read news on the go	Many platforms are not mobile-friendly or take too long to load	I need a smooth, fast-loading, and responsive experience	Annoyed and likely to leave the platform
PS-4	A user concerned about credibility	Get reliable news from trusted sources	A lot of platforms spread misinformation or lack source transparency	I need verified news from reputable sources	Skeptical and unsure which news to trust